

LCLM4002_BIRM Digital Skills Task 3 <u>Website Evaluation</u>			
Student Number	2506880	Student Name	Jacqueline Brown
Website Chosen	Hollywood bowl		
Insert hyperlink to website	https://www.hollywoodbowl.co.uk		
<u>Evaluation</u>			
Respond to each question.			
Section 1 – Usability			
(75 words maximum for each answer)			
Question 1a - How quickly and easily does the website load?			
Answer: Answer: According to Jacobs (2022), it is important to make sure you focus on the user's website. The website's loading speed will depend on the service user's internet connection. It took less than 3 seconds to load, making it user-friendly and allowing users with weak signals to utilise it to their full advantage. This additionally makes users want to return for repeat visits. When loading the website, it takes you straight to the home page, making it accessible to navigate.			
Question 1b - Does the website contain many sub-pages? How does a prospective customer navigate these?			
Answer: Answer: The Bollywood Bowl website features 8 subtitles, providing you with plenty of options to choose from. The subtitles contain a great deal of information, which helps you navigate where to find things on the website. Customers can find the subtitles by clicking on any of the links on the website to get more information. You can navigate by clicking 1 of the options at the top of the page. Hollywood Bowl Group (no date) parties: Available at https://www.Hollywoodbowl.co.uk/parties			
Question 1c - Can a customer make a booking via the webpage?			
Answer: customers can make bookings by clicking on the games link, then selecting which option they would like. The subtitles make it straightforward to make a booking, which allows customers to make a booking quickly. According to the Hollywood Bowl website, Hollywood Bowl Group (no date) Book now. Available at: https://www.Hollywoodbowl.co.uk/book (Accessed: 16 November 2025). The website has an abundance of information on the different activities you can book.			
Question 1d - What improvements could be made to the usability of the website?			
Answer: Having a clear navigation can ensure a you establish a consistent menu structure that directs users gracefully. The design of a website makes a big impact, like having various screen sizes. You could, in addition, optimise loading times by reducing the time it takes to load. This helps to minimise frustration and increase engagement. Improvements can be made by incorporating a search bar can help users locate specific information			

quickly. This can further aid users' experience and engagement. Hollywood Bowl Group (no date) *Hollywood Bowl*. Available at: <https://www.hollywoodbowl.co.uk/Opens a new window> (Accessed: 16 November 2025).

Section 2 – Pleasure – Customer Experience

(75 words maximum for each answer)

Question 2a – How pleasant does the webpage look? Are there any differences in appearance on a mobile phone versus a computer?

Answer:

The website provides is appealing and has amazing modern designs. The way it uses bright colours, playful imagery, and clear fronts generates a fun and welcoming environment which matches the brand's family entertainment focus. On a computer, the website features a navigation bar at the top, allowing you to see them more clearly. There is more spacing between elements, and details such as promotional barriers or sidebars are more visible on mobile devices.

Question 2b - How does the website use imagery, video and colour?

Answer: The website features high-quality, vibrant photographs of people bowling, celebrating and enjoying food and drinks. The images on the website provide groups of friends, families and children smiling, which reinforces the fun, social environment. The videos on the website use short promotional clips on the homepage. It highlights special events or offers, but the video is not the main feature. The colour is used to draw attention to important buttons. The overall use of colour aligns with the brand's friendly images.

Hollywood Bowl Group (no date) *Hollywood Bowl*. Available at: <https://www.hollywoodbowl.co.uk/Opens a new window> (Accessed: 16 November 2025).

Question 2c – Has the website made use of an online chat tool on the website? How effective is this in enquiring about the product or service?

Answer: The latest review on the Hollywood website does not feature an online chat tool. Customer enquiries are made through other support channels such as the contact form, FAQ'S and telephone and email. This may be less efficient for users wanting quick responses. Service users may be put off them this and may just decide to call rather than use the website. Hollywood Bowl Group (no date) *Hollywood Bowl*. Available at: <https://www.hollywoodbowl.co.uk/Opens a new window> (Accessed: 16 November 2025).

Question 2d – How effective are the social media links on the website?

Answer: The layout of the links provides users with access to the social media links. The social media links are clearly displayed on the website. Each link opens the page in a new tab, ensuring users stay on the page while easily exploring social content. Users can access links that have up-to-date promotions, news and interactive content, helping to build their brand. The social media links are effective and aid user interaction with the Hollywood Bowls brand. Hollywood Bowls' performance could be improved by more prominent placement or additional integration on the website.

Section 3 – Perceived Value

(75 words maximum for each answer)

Question 3a - How are the services offered by the company made clear to customers?

Answer:	
Question 3b - How are customer reviews made available? Are these up to date?	
Answer: According to the Hollywood Bowl Group website (no date), <i>Hollywood Bowl</i>. Available at: https://www.hollywoodbowl.co.uk/Opens a new window (Accessed: 16 November 2025). Hollywood Bowl does not have a dedicated section for customer reviews or ratings. The website does not display customer reviews directly on its main page, but they can be reviewed on websites like Google, TripAdvisor, and Facebook. Some of the reviews are recent and allow feedback on specific locations and experiences. the reviews on Google, TripAdvisor, and Facebook are generally up to date, with new feedback appearing regularly. The disadvantage of the website not displaying reviews is that users must search for reviews independently.	
Question 3c – How is the service presented as high quality? For what reasons would you use the company’s service or recommend it to a friend or family member?	
Answer: The service is presented as high quality by having great branding. It features high-quality, vibrant images that bring a fun, modern and welcoming environment. In the photos, you can see well-maintained bowling lanes, clean areas, and people having fun, which reinforces a positive image as a brand. I would recommend Hollywood Bowl to friends and family because it is suitable for all ages, which makes it perfect for family outings, celebrating, and group events. The business offers a range of packages for children, teens, and adults. They provide food which boosts customer service, allowing customers to enjoy food together.	
Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If not, why do you think the company has chosen not to include prices?	
Answer: The Hollywood Bowls website does provide pricing information to customers. Customers can view prices by selecting their preferred area and choosing dates/times through the online booking system. The website provides a breakdown of costs for games, party packages, and any extras before confirming a booking. While some users may find prices slightly higher than local bowling alleys, the branding and facilities justify the cost for many customers.	
Section 4 – Searchability	
Question 4a - What three words would you type into Google to find this type of service?	1. Bowling
	2. Alley
	3. UK
Question 4b - When you type these words into Google, does the company’s website appear in the top ten websites?	
Answer: When you type the words bowling alley UK into Google, the Hollywood Bowl UK website appears within the top ten search results. It is 1 of the most well-known bowling chains in the UK.	
Section 5 – Reflection and conclusion	
(120 words maximum for each answer)	

Question 5a - Do you feel that websites still have relevance in modern UK business? Explain your answer.

Answer: According to K Government (2023) *How to set up a website for your business*. Available at: <https://www.gov.uk/business-website>Opens a new window (Accessed: 16 November 2025). Yes they do have relevance in modern UK business because a company's website is often the first place potential customers go to learn about products and services. A website provides trust between the customer and the company. Websites improve a business's visibility in search engines like (Google) allowing them to reach new customers actively searching for their services.

Question 5b - If you were to make one recommendation about how to improve the website of your chosen company, what would it be? Why have you suggested this improvement?

Answer: I would add a live online chat feature, as this feature would allow customers to get quick responses to questions they may have.

Reference List

Google (2025) [Search results for "bowling alley UK"]. Available at: <https://www.google.com/>Opens a new window (Accessed: 16 November 2025)

Hollywood Bowl Group (no date) *About us*. Available at: <https://www.hollywoodbowl.co.uk/about-us>Opens a new window (Accessed: 16 November 2025).

Hollywood Bowl Group (no date) *Book now*. Available at: <https://www.hollywoodbowl.co.uk/book>Opens a new window (Accessed: 16 November 2025).

Hollywood Bowl Group (no date) *Find a centre*. Available at: <https://www.hollywoodbowl.co.uk/centres>Opens a new window (Accessed: 16 November 2025).

Hollywood Bowl Group (no date) *Parties*. Available at: <https://www.hollywoodbowl.co.uk/parties>Opens a new window (Accessed: 16 November 2025)